

LEO BURNETT U.S.A.

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# Merit Sparks Low Tar Boom!

*'Enriched Flavor' cigarette ignites whole  
new taste era in low tar smoking.*

Smokers used to believe low tar meant low taste. Then along came MERIT and a whole new taste idea called 'Enriched Flavor' tobacco. And the "low tar, low taste" theory was exploded. Exploded with proven taste in a new low tar cigarette.

No other new cigarette in the last 20 years has attracted so many smokers as quickly as MERIT!

It's clear: MERIT taste is changing attitudes toward low tar smoking.

**MERIT**  
Kings & 100's



Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 8 mg "tar," 0.6 mg nicotine—  
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '79

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